

**OFFICE OF CONGRESSMAN EARL BLUMENAUER
APPROPRIATIONS REQUEST FORM
FISCAL YEAR 2011**

Project Details

- 1. Project title:** Healthy eating media campaign
- 2. Organization name and address** (the recipient of the funds):
Oregon Public Health Division
Health Promotion and Chronic Disease Prevention Section
800 NE Oregon Street, Suite 730
Portland, OR 97232
- 3. Contact information**
 - a. Project's primary contact:** Jane Moore, PhD, RD
 - b. Daytime telephone number/ mobile phone number:** 971-673-0984/ [REDACTED]
 - c. Email Address:** jane.m.moore@state.or.us
 - d. Project location** (if different than organization's address):
- 4. Please describe the requesting organization's main activities.**

The Health Promotion and Chronic Disease Prevention (HPCDP) section vision 2020 is for all people in Oregon to live, work, play, and learn in communities that support health and an optimal quality of life. The mission is to advance policies, environments and systems that promote health and prevent and manage chronic diseases.

HPCDP program activities in Oregon include collecting and publishing data to identify and monitor health problems, policies and environments; mobilizing community members to participate in the identification of health problems and the solutions to improve health; informing, educating and empowering people about health issues; developing policies and plans that support individual, community and statewide health efforts and; implementing and communicating policies, laws, and regulations that protect health and assure safety.

To assure statewide reach, HPCDP awards grants to all 34 local public health authorities, all nine federally recognized tribes, and other community organizations to focus resources and work on tobacco-free lifestyles, easy access to healthy foods, easy and safe access to physical activity, early disease detection services, and access to self-management supports for people living with chronic diseases.

To support counties and tribes in their work, HPCDP has resources to fund media campaigns related to decreasing tobacco use. No funding is available to do similar campaigns focused on healthy eating or obesity prevention.

- 5. Is this organization a public, private non-profit, or private for-profit entity?**
Public entity

6. From what federal agency and account are you requesting funds (Please be specific –e.g., Department of Housing and Urban Development, Economic Development Initiatives account) Department of Health and Human Services –Centers for Disease Control

7. Briefly describe the activity or project for which funding is requested.

A statewide healthy eating media campaign will support Oregon's menu labeling law and other policy efforts to limit exposure and access to unhealthy foods and beverages throughout Oregon. The healthy eating media campaign will saturate local communities with messages about calorie consumption, reducing salt intake, and promoting healthy eating through television, radio, social media outlets, language-specific community media outlets, and at the point of purchase.

8. What is the purpose of the project? Why is it a valuable use of taxpayer funds? How will the project support efforts to improve the economy and create jobs in Oregon?

A statewide healthy eating media campaign will support Oregon's menu labeling law and other policy efforts to limit exposure and access to unhealthy foods and beverages throughout Oregon. Additionally, such a campaign will support school and worksite initiatives to promote healthier choices for food and beverages where many adults and children spend the majority of their time.

Most people underestimate the calories they consume, especially for less-healthy items. As a result, it is easy to take in too many calories without realizing it. Just 100 extra calories a day leads to 10 pounds of extra weight in a year. Similarly, on average people eat more salt than they should, and it is the sodium in salt that increases blood pressure and an increased risk for heart attack. Oregon's healthy eating campaign will specifically educate people in Oregon of the CDC's recommended daily calorie intake, and how to reduce salt intake.

A startling 89 percent of Oregon adults have at least one of these risk factors: current smoker, overweight or obese, physically inactive or consume too few fruits and vegetables. As a result, 61 percent of Oregon adults have at least one of the following chronic conditions: arthritis, asthma, diabetes, heart disease, high blood pressure, high cholesterol or stroke. These contribute directly to the estimated 75 percent of health care dollars spent on treating chronic diseases. With the growing concern about health reform and the burden of health care on our economy, it is more important than ever to focus efforts on evidence-based strategies that assure the healthy choice is the easy choice for all Oregonians.

Oregon has an established media infrastructure that will be leveraged for coordinated media buys, common messages, and expert technical assistance tailored for each county. Additional resources for paid media will provide financial support to multiple media outlets throughout the state, and various contractors assisting in the purchasing and placement of paid advertising.

9. Has this project received federal appropriations funding in past fiscal years?

No

Funding Details

10. Amount requested for this project: \$1 million

11. Breakdown/budget of the amount you are requesting for this project (e.g., salary \$40,000; computer \$3,000):

Paid media contractor budget:

Administrative and staff expenses: \$40,000

Message development and testing: \$100,000

Media time/place purchases: \$860,000

Total cost: \$1 million

12. What is the total cost of the project?

\$1 million

13. Is this project scalable (i.e., If partial funding is awarded, will the organization still be able to use the funds in FY 2011?)?

Yes

14. What other funding sources (local, regional, state) are contributing to this project or activity? (Please be specific about funding sources and funding amounts)

Staff time leveraged from several CDC chronic disease cooperative agreements will contribute to this project. Estimate: 1 FTE, \$ 79,000

15. Please list public or private organizations that have supported/endorsed this project.

Local public health authorities for Lane and Benton counties (noted in ARRA grants)

Upstream Public Health (Mel Rader)

Community Health Partnerships (Mary Lou Hennrich)

Northwest Health Foundation- (Thomas Aschenbrener)